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Australian Government

I, JANENE PEISKER, TEAM LEADER EXAMINATION SUPPORT AND SALES hereby certify that annexed is a true copy of the Complete specification in connection with Innovation Patent No. 2004101054 for a patent by AZOM.COM PTY LTD as filed on 13 December 2004.

I further certify that pursuant to the provisions of Section 38(1) of the Patents Act 1990 Application No. 2004101054 is associated with Provisional Application No. 2004900825 filed on 18 February 2004.

WITNESS my hand this
Second day of March 2005

JANENE PEISKER
TEAM LEADER EXAMINATION
SUPPORT AND SALES

AUSTRALIA

Patents Act 1990

COMPLETE SPECIFICATION

INNOVATION PATENT

Applicant(s):

AZOM.COM PTY LTD

Invention Title:

METHOD AND SYSTEM FOR DISTRIBUTION OF REVENUE

The following statement is a full description of this invention, including the best method of performing it known to me/us:

METHOD AND SYSTEM FOR DISTRIBUTION OF REVENUE

FIELD OF THE INVENTION

The present invention relates generally to managing a
media space and more specifically to the distribution of
revenue generated from advertisements in that media space.
In the context of the invention, the term "media space"
relates to publications containing content such as
articles, scientific paper, information listings, images,
video, software and the like that are distributed or
operate in any one or more of various forms, such as in
print, on a computer readable media, or accessible over a
computer network such as the Internet. The invention has
been developed especially, but not exclusively, for a media
space that is accessible over the Internet, and the
invention is herein described in that context.

BACKGROUND OF THE INVENTION

Media space that operate over the Internet that
include advertising schemes such as "content targeted
marketing" are known, these schemes enable advertising to
be targeted to a reader who is viewing content related to
the advertisers products or services. An example of such a
system can be found at www.google.com where advertisers can
associate their products or services with selected keywords
and charges are based on a cost-per-click and are generated
as revenue for the search engine provider.

SUMMARY OF THE INVENTION

A first aspect of the invention relates to a method
for the distribution of an advertising revenue stream
derived from a media space incorporating content that is

peer reviewed and advertising, the method comprising the steps of:

- establishing a metric indicative of the popularity of the content, the metric being based on at least one

5   attribute associated with the content;

- monitoring the at least one attribute; and

- calculating revenue distributions from the advertising revenue to be distributed to both a provider of the content and the peer reviewer, at least the revenue

10   distribution to the content provider being influenced by the value of the metric of the content.

This method of distribution provides a relationship between the income generated by the publisher or broadcaster of the media space through advertising and the

15   income derived by the content provider that is based on the popularity of the content, and the peer reviewer of the content. This relationship thereby provides a system where the income for different content, and possibly the peer reviewer, in a media space will vary so as to enable

20   providers that are submitting content that contributes more to the popularity of the media space to be better rewarded.

By arranging a system where a peer reviewer obtains revenue from advertising in the media space provides both an incentive to attract peer reviewers thereby improving

25   the quality of content. In scientific publications in particular, the peer review panel is an important aspect of the content.

In the context of the invention, the content provider is typically the author or owner of the content. However,

30   it is to be appreciated that the content provider could be another entity having some other relationship with the content, the exact nature of that relationship not being important to the invention. Similarly the peer reviewer is

typically the person or panel who undertakes the actual review of the content. However, it is to be appreciated that peer reviewer could be another entity having some relationship with the reviewer of the content.

5   In one form, the distribution to the peer reviewer is also influenced by the value of the metric of the content.

In a specific embodiment, a predetermined association is established between the content and advertising in the

10   media space.

The predetermined association of the content to advertising in the media space may be on the basis of a one to one relationship (ie. the content is associated with only one type of advertising) or on a one to many

15   relationship where the content is associated with a plurality of advertising in the media space. An example of a one to one relationship is where the content is associated with advertising having a unique identifier. That unique identifier may represent a single advertisement

20   or may represent a particular advertiser. An example of one to many relationship is where the content is associated with advertising through keywords. In that arrangement, keywords are assigned to a piece of content based on its subject matter and in turn, advertises select certain

25   keywords to which they wish to be associated with. In this way, a piece of content may be linked through a keyword to a plurality of advertising.

In a particular embodiment, the predetermined association has a bearing on the distribution of the

30   revenue to the content provider and in some instances to the peer reviewer.

In one form, the predetermined association is used in establishing the size of the revenue stream which is made

available for distribution. As an example of this arrangement, the revenue stream that is available to a content provider and peer reviewer may be based, at least in part, on the advertising revenue generated from
5 advertising to which the content is associated (such as through a keyword link). Accordingly, content that is more popular with advertisers has a larger pool from which to draw revenue. In this way, the mechanism provides incentive for content providers to submit content which is
10 sought after by advertisers and for review of that content by peers. In one form, the size of the revenue pool may be published so that content providers can see the size of the revenue pool in different content areas.

In one form, the revenue pool may include a part
15 which is general to all content in the media space.

In another arrangement, a weighting may be applied to a portion of the revenue which is made available to the content provider, based on the type of predetermined association. For example, a one to one relationship may
20 have a higher weighting thereby allowing the content provider to obtain more revenue based on a particular popularity of the content then would occur for the same content on a many to one relationship.

The popularity of the content may be measured on a
25 continual basis or during a discrete period with the revenue streams being calculated and distributed also on a periodic basis. Also, it is to be appreciated that various periods by which the popularity of the content is measured, and the revenue to be distributed may vary depending on
30 preferred designs of the system.

In accordance with the invention, a metric is established to provide a measure of the popularity of the content. This metric can take many different forms

depending on the type of media space and whether the popularity of the content is measured in absolute terms, or as a comparative measure between different content, media spaces and/or over different time periods.

5   In the arrangement where the media space is a web site, embodiments of the invention may have the attribute as the content viewing date and the metric is a count of the number of times a specific content item has been viewed in a time period, thus providing an absolute measure of

10 popularity. In a more specific embodiment, this calculated metric for each specific content item can then be used to calculate the relative or comparative measure of popularity of each item.

        Attributes used in alternate embodiments include the

15 content viewing time. In these embodiments, the metric is the sum of the viewing time of a specific content item in the time period. Both absolute and relative popularity measurements can then be calculated.

        Other embodiments can use as the attribute the number

20 of times an advertisement was clicked whilst a specific content item was being viewed. The metric calculated is a count of the advertisement clicks for each specific content item in the time period.

        Other attributes can also be used in the aggregation

25 and calculation of metrics. For example, the IP address or the domain name of the request for a specific content item can be used to break down the demographics of the requests by country.

        The metrics can also be compared between time periods

30 to calculate further metrics that characterise the popularity of the content. For example a rate of change in popularity determined from one or more metrics can be derived as a further metric.

For each of the aspects of the invention, specific embodiments of the invention include a computer program arranged, when loaded on a computing system, to perform the method in any form as described above. Embodiments can also

5   include a computer readable medium providing said computer program.

BRIEF DESCRIPTION OF THE DRAWINGS

Not withstanding any other forms which may fall within the scope of the present invention, preferred forms

10   of the invention will now be described, by way of example only, with reference to the accompanying drawings in which:

Figure 1 illustrates a first embodiment of the revenue distribution system;

Figure 2 illustrates a second embodiment of the

15   revenue distribution system;

Figure 3a, 3b and 3c show sample calculations for the distribution of revenue;

Figure 4 illustrates a search page;

Figure 5a, 5b and 5c illustrates keywords generated

20   in three respective categories;

Figure 6a and 6b illustrate respectively a conceptual layout of a web page and a sample rendered page including advertisements; and

Figure 7 illustrates a popularity report.

25

DETAILED DESCRIPTION

The following embodiments relate to schemes to distribute advertising revenue to content providers of a media space 50. In these embodiments, the media space is

30   provided on a computer network such as the Internet, and is operated through conventional client server computer architecture incorporating a web server and database with

the media space being accessible to consumers through a web site 60.

. The media space 50 is illustrated in Fig. 6a in the form of a rendered web page 60. The web page 60 contains content 61 and a advertising 62 made up of a plurality of advertising elements 63, 64. Some of the advertising elements 63 are specifically related to the content 61, . whereas other forms of the advertising 64 is not targeted and is of a general nature. For those skilled in the art, the concept of a media space is not limited to a web space, it can be applied to other mediums such as print and interactive television.

Fig. 6b shows a screen-shot of the web page 60 incorporating the content 61 and the advertising 62. In the illustrated form, the content relates to the material Zirconia and some of the advertising 63 is specifically targeted to this technical field. This advertising includes suppliers of the material, experts working in the field, and particular books which are related to this subject matter. Some of the other advertising 64 is general advertising and includes the banner element across the top of the web page as well as other elements relating to more general subject matters. The web page 60 also includes other additional elements such as the navigation element 65.

Fig. 1 is a simplified block diagram which illustrates a method of distributing advertising revenue to the content providers in the media space 50.

At step 101 a content provider producers content for publication on the web site 50. Consistent with the embodiment shown in the Figs. 6a and 6b, the content is of a technical and scientific nature, however it is to be appreciated that it could equally apply to content of any

subject matter. At step 102, the content is approved for publication and at step 103 the content is uploaded to the web server.

After uploading, at step 104, the information in the uploaded content is assigned keywords. In this specific embodiment, the information is analysed to extract the keywords and three separate categories of keywords are extracted. In this specific embodiment, the information is analysed to extract the keywords and three separate categories of keywords are extracted. Each of steps 105, 106 and 107 extract industry, application and material keywords respectively. Examples of the keywords generated are illustrated in the screen shots in Fig. 5a, 5b and 5c where the three categories of keywords generated from content are shown. Fig. 5 shows an example of the various categories of keywords. In Fig. 5a materials keywords, in Fig. 5b application keywords and in Fig. 5c industry keywords are shown. It is to be appreciated that keywords may be assigned to the content other than through an analysis of the information uploaded with the content.

Once the keywords have been assigned to the content they are then stored in a keyword and content database 70.

Once the keywords are stored, at step 110, the content is made accessible on the web site and can be found via a search using the assigned keywords or other browsing means.

The content may be accessible to customers either as a free article access or by way of a pay per view arrangement. At step 111, each time the content is requested for viewing in the media space, a register in the keyword and content database 70 is altered to record the request. The register is in the form of a log file record in which many details of the request including host name,

RPC931 identity of the client, and the time of request. This data is used to derive attributes associated with the content rendered. These attributes are used as a measure of popularity of the content to produce a popularity factor

5 as will be explained in more detail below.

At step 112, advertising 62 is rendered in the media space with the content. As indicated above, some of the advertising elements 63 are targeted to the content and the selection of those advertisements which are rendered with

10 the content is determined by a predetermined association with the content, which is typically done through the keywords assigned to the content.

This predetermined association can be at various levels. In one form, an advertiser can associate an

15 advertisement with a specific piece of content. This establishes a one to one relationship between the advertisement and the content. When the content is requested, the association with the content provides an increased likelihood of placement in the advertising

20 element in the media space. It should be noted that the advertisement can establish a one to one relationship with more than one piece of content. In a second form, an advertiser may nominate specific keywords that they are interested in and advertising is matched with content based

25 on a matching of keywords selected by the advertiser and the keywords assigned to the content. Through this mechanism, a one to many relationship is established in that one piece of content may be associated with a plurality of advertising elements. Once again, this

30 association can be stored as a record in a database and through this association, a single keyword provides an increased likelihood of placement of the advertisement in the advertising elements associated with respect to

possibly several different contents rendered to the media space.

In a third form, the predetermined association can be managed by a third party. A third party can index the content and establish predetermined associations with the content. On rendering of the page, a request is passed through the third party indicating the content being rendered and a third party can send an advertisement back for inclusion as an advertisement in the rendered media space. In this case, revenue from the advertisers to the publisher with the third party as an intermediary.

Once the advertising and the content in the media space 50 is established, revenue is generated and received at step 113. This revenue may be from generalised advertising, specific targeted advertising, or by virtue of pay per view for the content. The revenue is then distributed at step 114. In the initial period, the revenue is distributed to the content provider without any regard to the popularity of that content as there has not been sufficient time to gauge the popularity. However, during that initial period, the popularity is recorded at step 115 so that in subsequent periods, the popularity can be factored into the revenue distribution to the content provider as will be discussed in more detail below.

At step 115, the popularity of the content is measured so as to generate a popularity factor 310 (see Fig. 3a). The popularity of the content is calculated based on attributes recorded in the log file records in the keyword and content database 109. In a simple form, the attribute that is recorded in the keyword and content database file 70 is the number of requests for a particular piece of content. Fig. 7 is a content popularity report which illustrates the number of requests (by way of page

impressions 71) or different content (as represented by a unique ID 72 and name 73). A metric is then established to generate the popularity factor. In one example, the attributes are used to rank the pieces of content in the

5 media space and the popularity factor is established by dividing the position of the content in the ranking, divided by the total number of articles in the ranking. As it is to be appreciated, different metrics could be used to establish a popularity factor either as a quantitative

10 measure or as an absolute measure. Once the popularity factor is generated for a particular period, the subsequent periods use that popularity factor in the distribution of revenue to the content provider. Specifically, at step 116, revenue is received in the second period, and is

15 distributed in step 117 using an algorithm which utilises the popularity factor. The exact operation of the distribution will be explained in more detail below.

A second embodiment of the methodology is illustrated by the simplified block diagram of Fig. 2. This second

20 embodiment shares many aspects of the first embodiment and like features have been given like reference numerals. The primary difference in the second embodiment is that content goes to a third party peer review at step 150. Typically this peer review is incorporated as part of the content.

25 The peer reviewer also provides a list of peer selected keywords at step 104 thereby enabling those keywords to be included in the content and keyword database 70. The peer selected keywords assist in ensuring that industry specific keywords are identified and properly indexed. Also the

30 peer selected keywords can include words that are not in the content reviewed. For example, the reviewed content may relate to a new technical discovery but the document may not include references to the applications. In this

case, a peer reviewer can associate keywords that relate to the new technical discovery to the industry fields it may impact.

5   A further difference in the second embodiment is that in distributing revenue at steps 114 and 117, a portion of the revenue stream is distributed to the peer review panel. Various mechanisms can be used to establish the portion of the revenue which is distributed and this is described below with reference to examples A, B and C which are

10   illustrated in Figs. 3a, 3b and 3c.

In example A revenue distribution calculations are made for periods 1, 2 and 3. In example A the revenue which is available for distribution (301) is derived solely from target specific advertising. In this example there is

15   no general advertising nor paid review revenue. In addition, no revenue is distributed for peer review as represented by a 0 in each of the peer review factor 303. However, a portion of the revenue is distributed to the author or content provider at a rate of which is determined

20   by the author factor 302. This author factor is determined based on a base rate (which is example A is 25% multiplied by a popularity factor 310 which in the initial period does not apply).

In looking at example A, in period 1 the revenue

25   which is available for distribution 301 is calculated at $300. By virtue of the author factor in the first period being at 25%, $75 of that income is distributed to the content provider as author income 304 whereas the publisher receives $125 as the host income 305.

30   In addition, during the first period the popularity of the content is measured and the popularity factor 310 is established. As discussed before, the popularity factor is determined by dividing the position of the ranking of the

content by the total number of separate content pieces. In this example, the content ranked 500 out of 2000 thereby giving it a popularity factor of 0.75.

The calculation in subsequent periods 2 and 3 are done on a similar basis to period 1 with the exception that the popularity factor 310 is introduced and thereby affects the percentage of the content which is distributed as author income 304. In period 2 it is seen that the popularity factor 310 is introduced as 1.75 thereby giving an author factor 302 of 43.8%. Also the amount in the revenue pool 301 had increased from $300 to $400 thereby resulting in a distribution of $175. In addition, during the second period the article popularity is calculated to introduce a new popularity factor of 0.84 based on the fact that the content ranked 400 out of a total article pool of 2500. This popularity factor is then used in the third period as represented by 1.84 in the popularity factor 310 for period 3.

Example B includes many similarities of example A. The main differences being that the revenue pool 301 includes pay per view revenue, a peer review factor is introduced and the popularity factor is calculated using slightly different attributes.

In example B the revenue pool 301 includes pay per view revenue which in period 1 is $300. Also a peer review factor is introduced 303 having a base rate of 10%. This peer review factor is also weighted by the popularity factor so that it will increase as the popularity factor 310 is introduced. Finally, the popularity factor is calculated using a different metric. With this calculation, the ratio of the number of page views to the total number of article reviews for the media space times 1000. This gives a popularity factor of 1 for the period 1

and a popularity factor of 0.83. The revenue is then distributed in a consistent manner to that as explained in example A with the addition that peer review panel income 306 is also generated.

5   Finally in example C, a further arrangement is described whereby the revenue pool 301 also includes general advertising site revenue. In example C, the general advertising site revenue is proportioned amongst all of the content articles which in the present example
10   gives an additional $20 to the revenue pool 301 for each of the periods. The revenue distribution is then calculated based on the same arrangements as shown in example B.

       An advantage of the implementation of the methods of the revenue distribution, as described, encourages authors
15   that contribute popular content. The popularity of the content adds to the popularity of the media space which encourages further authors, thus generating more visits to the web site and therefore more revenue. This allows for a greater revenue pool to authors and the site hosts.
20   Similarly, the distribution of revenue to peer reviewers also encourages talented reviewers to contribute.

       In the claims which follow and in the preceding description of the invention, except where the context requires otherwise due to express language or necessary
25   implication, the word "comprise" or variations such as "comprises" or "comprising" is used in an inclusive sense, i.e. to specify the presence of the stated features but not to preclude the presence or addition of further features in various embodiments of the invention.
30   It is to be appreciated that variations and/or modifications may be made to the parts previously described without departing from the spirit or ambit of the invention.

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1.   A method for the distribution of an advertising revenue stream derived from a media space incorporating content that is peer reviewed and advertising, the method comprising the steps of:

   - establishing a metric indicative of the popularity of the content, the metric being based on at least one attribute associated with the content;

   - monitoring the at least one attribute; and

   - calculating revenue distributions from the advertising revenue to be distributed to both a provider of the content and the peer reviewer, at least the revenue distribution to the content provider being influenced by the value of the metric of the content.

2.   A method according to claim 1, further comprising the step of

   establishing a predetermined association between the content and the advertising, wherein at least the calculated revenue distribution to the content provider is also influenced by the predetermined association.

3.   A method according to claim 2, further comprising the step of using information provided by the peer reviewer of the content in forming the predetermined association.

4.   A method according to either claim 2 or 3, wherein the predetermined association influences the advertising revenue stream that is available for distribution to at least the content provider.

5.   A method according to any one of claims 2 to 4, wherein the predetermined association influences the percentage of the revenue stream that is distributed to at least the content provider.

Dated this 13th day of December 2004

AZoM.com Pty Ltd

By their Patent Attorneys

GRIFFITH HACK

FIG. 1

AZoM.com Contented Targeted Marketing & Scientific Publishing Author Reward Mechanism
Extension 1

101

150

| Author Produces Content/Article/News Item | → | 3rd Party Peer Review Panel |

102
| Article Approved |

103
| Upload Content/Articles/News Items to Web Server |

| Industry Keywords |

70
| Content & Keyword Database |

104
| Analyse Article and Extract Keywords | | Application Keywords |

| Materials Keywords |

110
| Publish Article to the Web & Incorporate Keyword Search Terms |

111
| Pay Per view or Free Article Access | → | Article Views Recorded |

112
| Supplier Advertising Listed Alongside Article (s) |

Article Selection may be Based on Supplier Keyword Selections that relate to their activities

Rating Feedback

| Supplier 1 |
| Supplier 2 |
| Supplier N |

113
| Period 1 Revenue Received |

114
| Period 1 Revenue Distributed | → | Peer Review Panel Rev*Y |

| Author Rev*X |

| AZoM Rev*(1-(X+Y)) |

Article Popularity Factor based on number of page views in relation to all other article page views.

115
| Article Popularity Recorded Over Period |

| Supplier 1 |
| Supplier 2 |
| Supplier N |

116
| Period 2 Revenue Received |

117
| Period 2 Revenue Distributed | → | Peer Review Panel Rev*Y*Pop |

| Author Rev*X*Pop |

| AZoM Rev*(1-(X*Pop+Y*Pop)) |

| Repeat |

FIG. 2

2004101054   13 Dec 2004

Example A

Site A
Article A

301 {

<table>
<tr><th></th><th colspan="2">Period 1</th><th colspan="2">Period 2</th><th colspan="2">Period 3</th></tr>
<tr><td>No. Suppliers Listing Alongside</td><td></td><td>3</td><td></td><td>4</td><td></td><td>5</td></tr>
<tr><td>Unit Listing Price</td><td>$</td><td>100.00</td><td>$</td><td>100.00</td><td>$</td><td>130.00</td></tr>
<tr><td>Total Article Revenue</td><td>$</td><td>300.00</td><td>$</td><td>400.00</td><td>$</td><td>650.00</td></tr>
<tr><td>Pay Per View Revenue</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td></tr>
<tr><td>310 — Popularity Factor</td><td></td><td></td><td></td><td>1.75</td><td></td><td>1.84</td></tr>
<tr><td>302 — Author Factor</td><td></td><td>25%</td><td></td><td>43.8%</td><td></td><td>46.0%</td></tr>
<tr><td>303 — Peer Review Factor</td><td></td><td>10%</td><td></td><td>17.5%</td><td></td><td>18.4%</td></tr>
<tr><td>304 — Author Income</td><td>$</td><td>75.00</td><td>$</td><td>175.00</td><td>$</td><td>299.00</td></tr>
<tr><td>Peer Review Panel Income</td><td>$</td><td>30.00</td><td>$</td><td>70.00</td><td>$</td><td>119.60</td></tr>
<tr><td>305   Site A Host Income</td><td>$</td><td>195.00</td><td>$</td><td>155.00</td><td>$</td><td>231.40</td></tr>
<tr><td colspan="7">Article Popularity Calculation Example</td></tr>
<tr><td>Article A Page Views</td><td></td><td>2000</td><td></td><td>2500</td><td></td><td></td></tr>
<tr><td>Position In Top 2000 Articles for Site A</td><td></td><td>500</td><td></td><td>400</td><td></td><td></td></tr>
<tr><td>310 — Popularity Factor</td><td></td><td>0.75</td><td></td><td>0.84</td><td></td><td></td></tr>
</table>

FIG. 3a

Example B

Site B
Article B

301 {

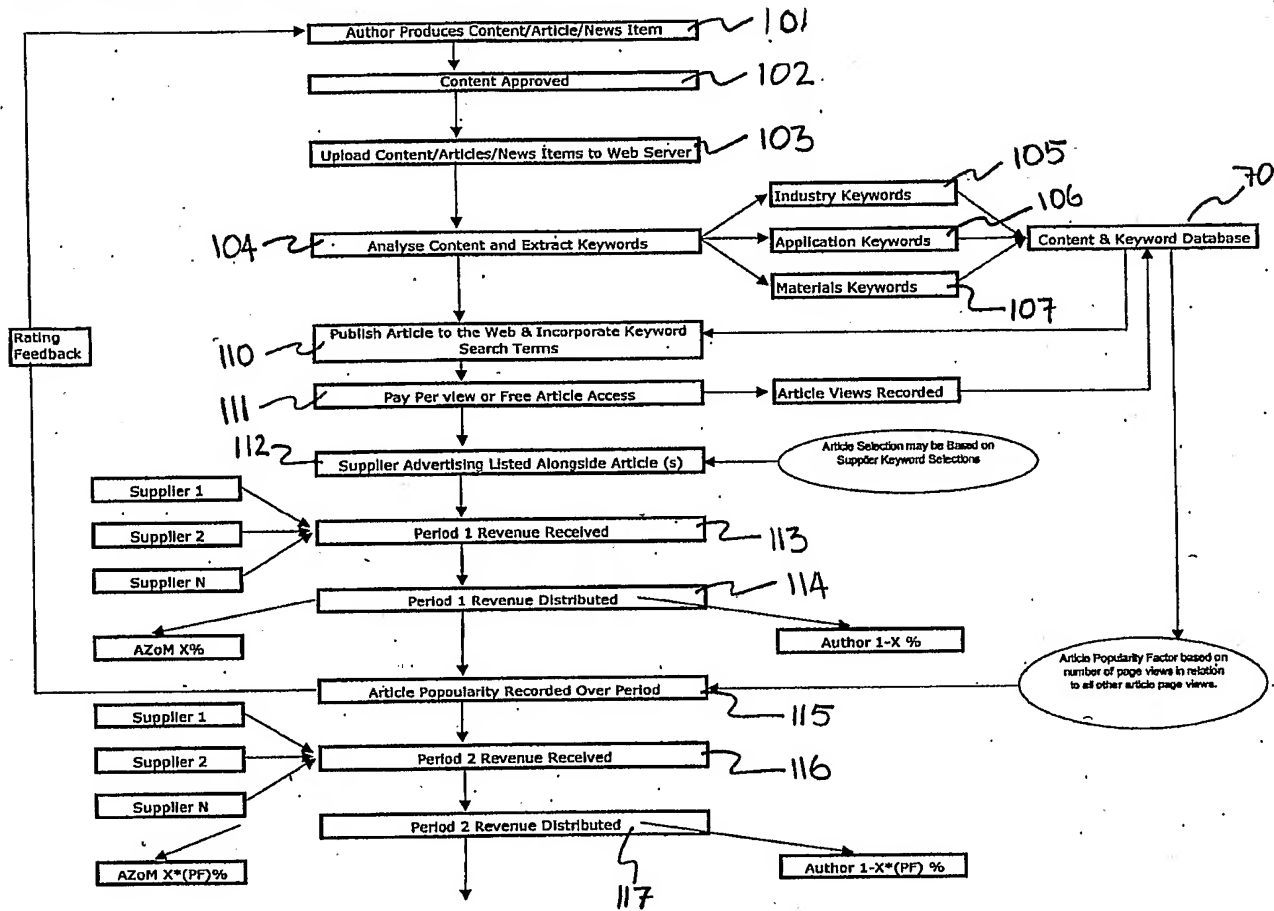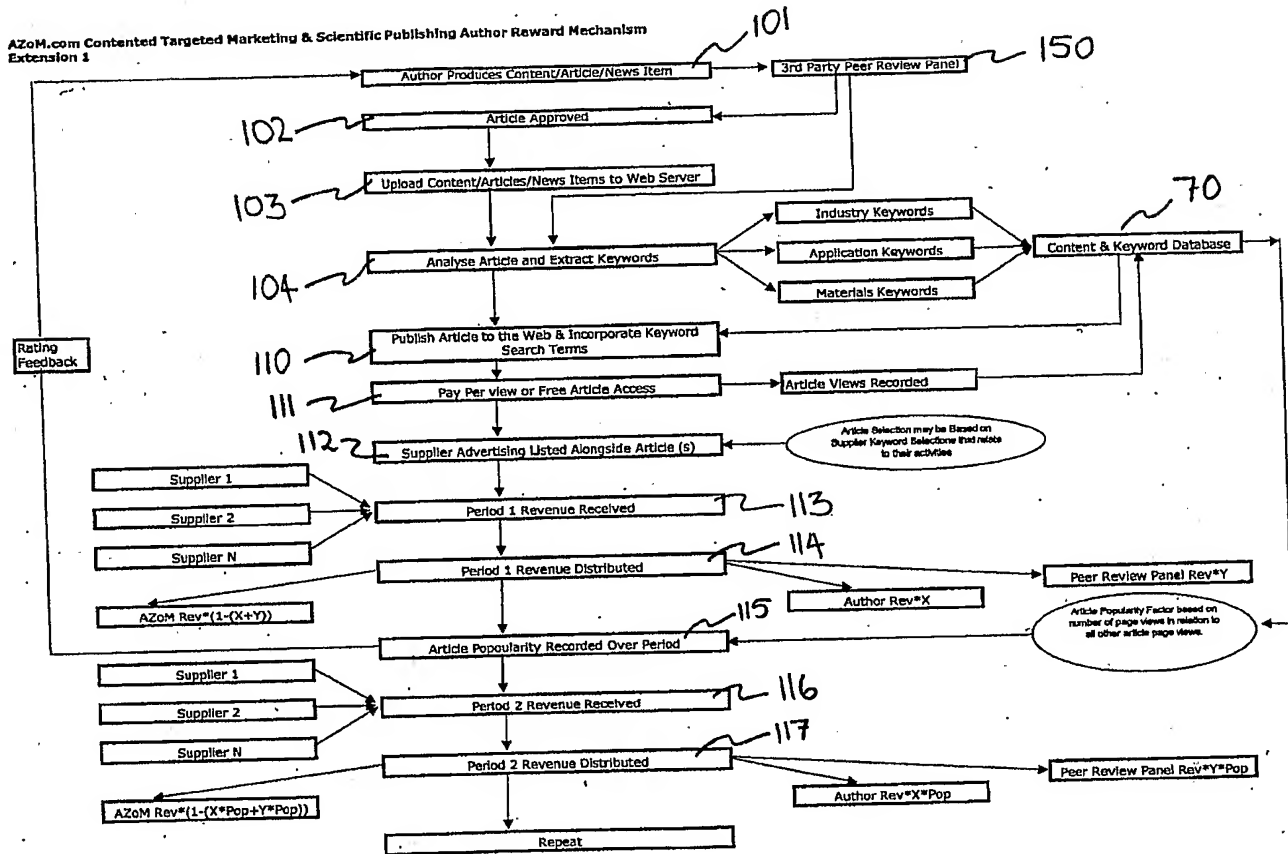<table>
<tr><th></th><th colspan="2">Period 1</th><th colspan="2">Period 2</th><th colspan="2">Period 3</th></tr>
<tr><td>No. Suppliers Listing Alongside</td><td></td><td>3</td><td></td><td>4</td><td></td><td>5</td></tr>
<tr><td>Average Listing Price</td><td>$</td><td>100.00</td><td>$</td><td>100.00</td><td>$</td><td>130.00</td></tr>
<tr><td>Pay Per View Revenue</td><td>$</td><td>300.00</td><td>$</td><td>500.00</td><td>$</td><td>600.00</td></tr>
<tr><td>Total Article Revenue</td><td>$</td><td>600.00</td><td>$</td><td>900.00</td><td>$</td><td>1,250.00</td></tr>
<tr><td>Popularity Factor</td><td></td><td></td><td></td><td>2</td><td></td><td>1.83</td></tr>
<tr><td>Author Factor</td><td></td><td>25%</td><td></td><td>50.0%</td><td></td><td>45.8%</td></tr>
<tr><td>Peer Review Factor</td><td></td><td>10%</td><td></td><td>20.0%</td><td></td><td>18.3%</td></tr>
<tr><td>Author Income</td><td>$</td><td>150.00</td><td>$</td><td>450.00</td><td>$</td><td>572.92</td></tr>
<tr><td>Peer Review Panel Income</td><td>$</td><td>60.00</td><td>$</td><td>180.00</td><td>$</td><td>229.17</td></tr>
<tr><td>306   Site B Host Income</td><td>$</td><td>390.00</td><td>$</td><td>270.00</td><td>$</td><td>447.92</td></tr>
<tr><td colspan="7">Article Popularity Calculation Example</td></tr>
<tr><td>Article A Page Views</td><td></td><td>2000</td><td></td><td>2500</td><td></td><td></td></tr>
<tr><td>Total Article Views for Site A</td><td></td><td>2000000</td><td></td><td>3000000</td><td></td><td></td></tr>
<tr><td>Popularity Factor</td><td></td><td>1</td><td></td><td>0.83</td><td></td><td></td></tr>
</table>

FIG. 3b

Example C

Site C
Article C

301 {

<table>
<tr><th></th><th colspan="2">Period 1</th><th colspan="2">Period 2</th><th colspan="2">Period 3</th></tr>
<tr><td>Suppliers Listing Alongside</td><td></td><td>3</td><td></td><td>4</td><td></td><td>5</td></tr>
<tr><td>Average Listing Price</td><td></td><td>100</td><td></td><td>100</td><td></td><td>130</td></tr>
<tr><td>Pay Per View Revenue</td><td></td><td>300</td><td></td><td>500</td><td></td><td>600</td></tr>
<tr><td>General Advertising Site Revenue</td><td colspan="2">$100,000.00</td><td colspan="2">$ 100,000.00</td><td colspan="2">$ 100,000.00</td></tr>
<tr><td>Total Number of Site Articles</td><td></td><td>5000</td><td></td><td>5000</td><td></td><td>5000</td></tr>
<tr><td>General Advertising Site Revenue/article</td><td>$</td><td>20.00</td><td>$</td><td>20.00</td><td>$</td><td>20.00</td></tr>
<tr><td>Total Article Revenue</td><td>$</td><td>620.00</td><td>$</td><td>920.00</td><td>$</td><td>1,270.00</td></tr>
<tr><td>Popularity Factor</td><td></td><td></td><td></td><td>2</td><td></td><td>1.83</td></tr>
<tr><td>Author Factor</td><td></td><td>25%</td><td></td><td>50.0%</td><td></td><td>45.8%</td></tr>
<tr><td>Peer Review Factor</td><td></td><td>10%</td><td></td><td>20.0%</td><td></td><td>18.3%</td></tr>
<tr><td>Author Income</td><td>$</td><td>155.00</td><td>$</td><td>460.00</td><td>$</td><td>582.08</td></tr>
<tr><td>Peer Review Panel Income</td><td>$</td><td>62.00</td><td>$</td><td>184.00</td><td>$</td><td>232.83</td></tr>
<tr><td>Site B Host Income</td><td>$</td><td>403.00</td><td>$</td><td>276.00</td><td>$</td><td>455.08</td></tr>
<tr><td colspan="7">Article Popularity Calculation Example</td></tr>
<tr><td>Article A Page Views</td><td></td><td>2000</td><td></td><td>2500</td><td></td><td></td></tr>
<tr><td>Total Article Views for Site A</td><td></td><td>2000000</td><td></td><td>3000000</td><td></td><td></td></tr>
<tr><td>Popularity Factor</td><td></td><td>1</td><td></td><td>0.83</td><td></td><td></td></tr>
</table>

FIG. 3c

AZoM Home Page Illustrating the relevant Search Fields

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AZoM - The A to Z of Materials
The Premier On-Line Materials Information Site, Supplier and Expert Directory.

My AZoM - Free customised materials newsletter
Sign up for your materials newsletter from AZoM that brings to your inbox, the latest news and technical information for the materials that interest you.

FIG. 4

2004101054　13 Dec 2004

1 Materials Keywords Examples

Materials

◄ back

Detailed below are alphabetical listings of all the materials covered on the AZoM site. Have a look through the listings to find your exact material or similar material then simply click through. Alternatively if you input the material term into the keyword search on the home page you will find articles which directly relate to your chosen material search.

A – B – C – D – E – F – G – H – I – J – K – L – M – N – O – P – Q – R – S – T – U – V – W – X – Y – Z – ALL

► A508
► ABS 30% Glass Fibre Reinforced
► ABS Generic
► ABS High Impact UV Stabilised
► ABS Medium Impact
► ABS Structural Foam
► ABS/PC
► ABS/PSul
► Acetal
► Acetal Polyoxymethylene
► Acetal Polyoxymethylene Copolymer 30% Glass Fibre Coupled
► Acetal Polyoxymethylene Homopolymer
► Acetal resin

► ABS
► ABS Fire Retardant
► ABS High Impact High Heat
► ABS Low Gloss
► ABS Plating
► ABS Transparent
► ABS/PC blends
► ABS/PVC Alloy
► Acetal Polyoxymethylen Copolymer 2% silicone lubricated
► Acetal Polyoxymethylene 30%.Carbon Fibre Reinforced
► Acetal Polyoxymethylene Copolymer UV Stabilised

► Acetal Polyoxymethylene Homopolymer PTFE lubricated
► Acetate of lime

FIG. 5a

2 Applications Keywords Examples

Applications

◄ back

Detailed below are alphabetical listings of all the applications covered on the AZoM site. Have a look through the listings to find your exact application or similar applications then simply click through. Alternatively if you input the application term into the application search on the handset you will find material articles which directly relate to your application.

A – B – C – D – E – F – G – H – I – J – K – L – M – N – O – P – Q – R – S – T – U – V – W – X – Y – Z – ALL

► Abrasion resistant coatings
► Access equipment
► Active damping
► Advertising signs
► Aerosol valves
► Afm
► Air brake lines
► Air filter nozzle
► Air intake housings
► Aircraft exterior components
► Aircraft interior panels
► Alkali resistant linings
► Alumina thread guides
► Aluminium castings
► Aluminium pressure die casting

► Abrasive blasting
► Accommodation modules
► Actuators
► Aeroengines
► Aerospace
► Agricultural components
► Air conditioning
► Air handling systems
► Aircraft
► Aircraft flap/slot adjusters
► Aircraft stabiliser fins
► Alloying additive
► Aluminium
► Aluminium extrusions
► Aluminium refining

► Abrasives
► Acid resistant linings
► Additives
► Aerofoils
► Aerospace components
► Agriculture
► Air ducting
► Air induction tubes
► Aircraft components
► Aircraft glazing
► Airframes
► Alloying additives
► Aluminium alloys
► Aluminium foil
► Aluminium smelting

► Absorption towers
► Acoustic barrier
► Adhesives
► Aerospace components
► Aerosol cans
► Aids for disabled
► Air extraction grilles
► Air intake grilles
► Aircraft engines
► Aircraft interior components
► Alarms
► Alternators
► Aluminium cans
► Aluminium melting pots
► Aluminium tanks

FIG. 5b

3 Industries Keywords Examples

Industries

◄ back

AZoM Industry Search

All material articles and news items stored in the AZoM database are classified in terms of the industry they benefit.

The AZoM system of industry classification has been designed to allow site visitors to retrieve materials related information that is specific to their industry.

Clicking on any of the A to Z industry sectors below performs a search on the AZoM database for materials information specific to the individual industry sector.

Alternatively, you can use a quick look-up code provided on the Industry Classification Table. The Industry Classification Table also displays the industry keywords database structure and hierarchy. Please note the file size of this page is 380k and takes around 30 secs to download on a 56k modem.

As with all of the other AZoM search functions, the industry search can be combined with an application, material or other keyword search. Simply return to the search handset and input the relevant industry sector code or description and combine your search with the other search fields (Global Keyword, Application and Properties Search).

The Industry listing categories used by AZoM are based on the Standard Industrial Classification Manual 1987 (USA) SIC Codes. The categories listed below are the short title categories that have been modified to enable both keyword and code number searching and to suit the primary industry categories

If you are unsure of your particular industry categorisation, the US National Census site provides a lookup search tool which allows you to enter the application of interest and then find where it is located in the SIC system and the more recent NAICS system Search for SIC Codes.

A – B – C – D – E – F – G – H – I – J – K – L – M – N – O – P – Q – R – S – T – U – V – W – X – Y – Z – ALL

► Abrasives
► Agricultural production livestock
► Aircraft engines
► Aluminium rolling
► Anufacturing

► Adhesives sealants
► Agricultural services
► Aircraft parts aerospace
► Aluminium sheet plate foil
► Architectural metalwork

► Agricultural
► Agriculture forestry and fishing
► Aluminium
► Ammunition
► Automotive stamping

► Agricultural production crops
► Aircraft
► Aluminium extrusions
► Analytical instruments

FIG. 5c

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62
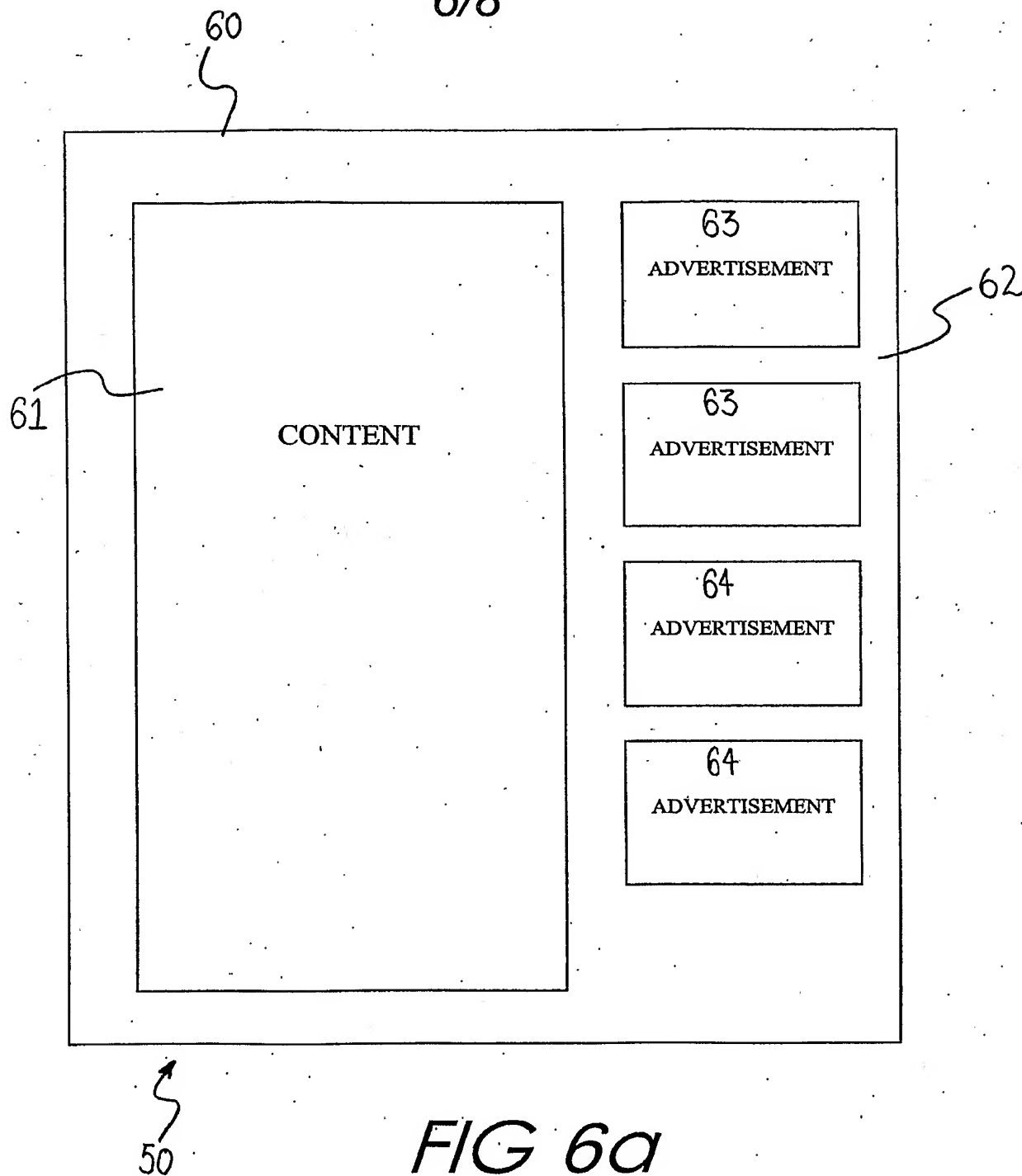
63

ADVERTISEMENT

63

ADVERTISEMENT

64

ADVERTISEMENT

64

ADVERTISEMENT

CONTENT

50

FIG 6a

Supplier Listing Examples

Azom.com

Typical Supplier Listings
Content or Keyword Targeted

64

- Home / Search
  - :: MyAZoM
  - :: Features
  - :: Materials
  - :: Applications
  - :: Industries
  - :: Conferences
  - :: Courses
  - :: Exhibitions
  - :: Books
  - :: Media Packs
  - :: AZoM Info
  - :: Our Partners
  - :: Help/FAQ's
  - :: Terms and Privacy

Featured Conferences
Materials Awareness
Workshop

European Steel Forum

Structural Materials
Technology 2004

Featured Exhibitions
AISTech 2004 - Iron and
Steel Technology
Exposition

Featured Courses
Advanced Materials MSc
Course

What Element is as Strong
as Steel, but 45% Lighter?

AZoM

Zirconia

Chemical Formula

ZrO_2

Topics Covered
Background
Key Properties
Applications
  Knives and Scissors
  Seals, Valves and Pump Impellers
  Orthopaedic Implants
  Refractory Applications
  Electronic Applications
  Synthetic Gemstones
  Other Applications

Background

Zirconia as a pure oxide does not occur in nature but it is
found in baddeleyite and zircon ($ZrSiO_4$) which form the main
sources for the material. Of the two of these, zircon is by
far the most widespread but it is less pure and requires a
significant amount of processing to yield zirconia.

View Properties

Suppliers
:: Dynamic-Ceramic
Ltd

:: Precision
Ceramics

American Vermiculite
Corporation

Tosoh Corporation

Services
:: CERAM Research

Experts
Bevin Ben-Nissan

Chris Sorrell

Charles Marsden

John Cotton

Books
::Ceramics
The Magic of
Ceramics

Featured Course
Consider

University of Surrey

Conference Report

PM2003

Featured Supplier

AZoM's Materials Guidebook

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Run of Site General Advertising

FIG. 6b

Article Popularity Report Example

AZoM.com

Site Administrator

▲ Articles
▲ News
▲ Features
▲ Experts
▲ Suppliers
▲ Sales
▲ Categories
▲ MyAZoM
▲ MyAZoM Material
▲ Subscriber
▲ Expert Articles
▲ Supply Articles
▲ Sale Articles
▲ Reports

Experts

Suppliers

News

Articles

ID	Name	Page Impressions
965	Stainless Steel - Grade 304	16483
863	Stainless Steel - Grade 316 – Properties, Fabrication and Applications	14940
310	Aluminium and Aluminium Alloys - Designations	13199
52	Alumina - Aluminium Oxide - Al2O3 - A Refractory Ceramic Oxide	12873
1389	Alumina (Aluminium Oxide) – The Different Types of Commercially Available Grades	11672
1392	Aluminium Casting Techniques - Sand Casting and Die Casting Processes	10277
1177	Stainless Steel - Corrosion Resistance	9138
1662	Carbon Fibre Reinforced Composite Car	8873
1446	Aluminium – Advantages and Properties of Aluminium	8768
1114	Silica – Silicon Dioxide (SiO2)	8732
320	Aluminium and Aluminium Alloys - Applications	7573
885	ElectroActive Polymers - EAPs	7458
75	Boron Carbide (B4C) - Properties and Information about Boron Carbide	7256
1178	Stainless Steel - Fabrication	7107
134	Shape Memory Alloys - Medical Applications	6987
1378	Alloy Steels - AISI Designations	6859
90	Advanced Materials for Gas Turbine Engines - High Pressure Turbines	6806
1179	Titanium Dioxide - Titania	6670
1024	Stainless Steel - Grade 440	6422
964	Stainless Steel - Grade 303	6281
936	Clay-Based Nanocomposites	6219
920	Silicone Rubber	6102
1337	Biodegradable Polymers	6050
1434	Aluminium – Aluminium Foil Production	5865

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72
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FIG. 7